

**POINT OF PURCHASE RESEARCH DEVICE**

**ABSTRACT**

**[0041]** A point of purchase research device includes a housing having a user surface and a mounting surface adapted to cooperate with a store shelf. The housing further includes a display device affixed adjacent to the user surface and communicatively connected to a user input device and a control unit. The control unit having a processor communicatively connected to the display device and the user input device. The control unit executes a control routine on the processor and is configured to control the display device to gather consumer information from the user input device.